

ORDER



Orders
Order / Rev: 712263
Alt Order #:
Product Desc: Stabenow for Senate
Estimate: 11850
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 09/07/12 / 09/07/12
Order Type: Political

WZZM 13

Primary AE: Tim Siegel
Sales Office: WZZM
Sales Region: LOC

Agency Name: Media Strategies & Research/ POL
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Stabenow, D/ D/ Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	37	\$13,590.00	\$11,551.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	37	\$13,590.00	\$11,551.50	0.00
Totals	37	\$13,590.00	\$11,551.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Tim Siegel			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WZZM	10/30/12	11/01/12	M-F 6-7a M-F Morning News	CM	6-7a	-T-T---	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
N 2	WZZM	11/05/12	11/05/12	M-F 6-7a M-F Morning News	CM	6-7a	M-----	:30	1	\$355.00	P-2	0.00	NM	1	\$355.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----			1		\$355.00	0.00					
N 3	WZZM	10/29/12	11/02/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MTWTF--	:30	5	\$355.00	P-2	0.00	NM	5	\$1,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--			5		\$355.00	0.00					
N 4	WZZM	11/05/12	11/06/12	M-F 7-9a M-F Good Morning America	CM	7-9a	MT-----	:30	2	\$355.00	P-2	0.00	NM	2	\$710.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		11/05/12	11/11/12	MT-----			2		\$355.00	0.00					
N 5	WZZM	11/05/12	11/05/12	The View The View	CM	11a-12n	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 6	WZZM	10/31/12	11/02/12	M-F 3-4p Katie	CM	3-4p	--W-F--	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
N 7	WZZM	11/01/12	11/01/12	M-F 4-430pm Judge Judy	CM	4-430p	---T---	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
N 8	WZZM	11/05/12	11/05/12	M-F 4-430pm Judge Judy	CM	4-430p	M-----	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					

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 Estimate: 11850

WZZM 13

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 8	WZZM	11/05/12	11/05/12	M-F 4-430pm Judge Judy	CM	4-430p	M- - - - -	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -			1		\$225.00		0.00				
N 9	WZZM	10/29/12	10/30/12	M-F 430-5pm Judge Judy	CM	430-5p	MT- - - - -	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
N 10	WZZM	10/31/12	11/01/12	M-F 5-530pm Judge Judy	CM	5-530p	- - WT- - -	:30	2	\$285.00	P-1	0.00	NM	2	\$570.00
N 11	WZZM	10/29/12	10/29/12	M-F 530-6pm M-F News	CM	530-6p	M- - - - -	:30	1	\$390.00	P-2	0.00	NM	1	\$390.00
N 12	WZZM	10/29/12	11/05/12	M-F 6-630p M-F News	CM	6-630p	MTWTF- -	:30	1	\$780.00	P-2	0.00	NM	2	\$1,560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF- -			1		\$780.00		0.00				
Week:		11/05/12	11/11/12	M- - - - -			1		\$780.00		0.00				
N 13	WZZM	10/29/12	11/02/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	M- WTF- -	:30	4	\$310.00	P-1	0.00	NM	4	\$1,240.00
N 14	WZZM	11/05/12	11/05/12	M-F 7-730p M-F Entertainment Tonight	CM	7-730p	M- - - - -	:30	1	\$310.00	P-1	0.00	NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M- - - - -			1		\$310.00		0.00				
N 15	WZZM	10/30/12	10/30/12	Tue Prime B Happy Endings/Don't Trust the E	CM	9-10p	- T- - - - -	:30	1	\$720.00	P-3	0.00	NM	1	\$720.00
N 16	WZZM	11/02/12	11/02/12	Fri Prime B Fri 9-10p	CM	9-10p	- - - - F- -	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
N 17	WZZM	10/29/12	11/02/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	MTWTF- -	:30	5	\$470.00	P-2	0.00	NM	5	\$2,350.00
N 18	WZZM	11/05/12	11/05/12	M-Su 11-1135p LN M-Su Late News	CM	11-1135p	M- - - - -	:30	1	\$470.00	P-2	0.00	NM	1	\$470.00
N 19	WZZM	10/29/12	11/02/12	Nightline Nightline	CM	1135p-1202a	- TW- - - -	:30	2	\$315.00	P-2	0.00	NM	2	\$630.00
													Totals	37	\$13,590.00